

How Cisco Uses Content Network WAN to Produce Live Event for Multiple Locations

Centrally managed, multilocation broadcast over WAN demonstrates business agility.

BUSINESS BENEFITS

- Increased executive productivity by eliminating the need for travel
- Provided fast response to direct competitive threat
- Saved \$25,000 in satellite costs

“The immediacy of our response to a direct, competitive threat helped Cisco maintain market share and protect revenues.”

– Adam Hessler, Operations Manager,
Cisco Media Network

When Cisco Systems® produces live video events, executive presenters traditionally have to travel to a Cisco® Network Media studio. Travel time to the studios, in San Jose, California and London, imposes delays and reduces executive productivity. The alternative—satellite transmission—was costly and took time to provision.

In April 2005, a Cisco competitor made a series of product and marketing announcements that required an immediate and direct response from Cisco executive management to the worldwide sales force. The Cisco executive team wanted to quickly set up a video event with multiple presenters in different locations.

The Cisco video production team avoided travel delays and satellite expense by transmitting the audio and video sources over the Cisco WAN. The executives and technical subject matter experts remained in their respective home offices of New York and London. The production teams at both sites encoded the audio and video sources and transmitted them in a 7-Mbps stream to the San Jose studio. From there, the event was transmitted to audience members on the intranet via multicast technology, and to audience members with VPN connections via unicast technology.

Increased executive productivity and timely response. Cisco executives avoided the productivity loss they would have experienced by travelling to a Cisco Media Network studio.

Reduced production costs. Using the Cisco intranet for the event eliminated the need to procure and provision satellite connections, saving approximately US\$25,000.

Revenue protection. Cisco’s immediate response to a direct competitive threat helped the company maintain market share and increase revenues **[[is this last part true? Protecting revenue seems more plausible than increasing?]]**. Cisco provided clear, accurate information to the global sales force by presenting the event in a timely fashion, providing direct access to executives and subject matter experts, and making video on demand available to people who missed the live event.

Immediate response to competitive threat protected revenue streams

Case Study: http://www.cisco.com/web/about/ciscoitwork/case_studies.html

FOR MORE INFORMATION

To read the entire case study or for additional Cisco IT case studies on a variety of business solutions, visit Cisco on Cisco: Inside Cisco IT www.cisco.com/go/ciscoit

NOTE

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